

American Optometric Association NEWS



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News blog
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Volume 48

March 22, 2010

No. 13

Massive 21 percent Medicare physician pay cut delayed

With more than 400 ODs and optometry students on Capitol Hill fighting for fair treatment for patients and the profession under national health care reform, Congress and the president moved to temporarily delay enactment of a massive 21 percent cut in Medicare physician pay.

On Mar. 2, the U.S. Senate passed the Temporary Extension Act by a 78-19 vote. The U.S. House passed the measure Feb. 25 which prevents the far-reaching cut in Medicare reimbursement and freezes current rates

Doctors and students made clear that Congress must find a lasting and equitable solution, such as a repeal or rebase of the flawed Medicare payment formula.

through March 31. Following the Senate action, President Obama quickly signed the legislation into law.

While fighting to advance the profession's pro-patient, pro-access health care reform agenda remained a major focus of this year's AOA Congressional Advocacy Conference, a top priority for concerned doctors and students was also to head off impending Medicare pay cuts as well as advocate for long-term reform.

See Medicare, page 9

AOA unleashes army of ODs, students on Capitol Hill at key moment in health care debate

With hundreds of millions of dollars being spent by special interests seeking to influence the Washington, D.C., debate over national health care reform, the AOA has kept its focus on the profession's historic strengths — grassroots advocacy leaders and a proven pro-patient, pro-access message.

Earlier this month, nearly 400 concerned ODs and optometry students took time away from their patients and their families to travel to the nation's capital at an important time and take part in the profession's largest annual federal advocacy effort — the AOA Congressional Advocacy Conference.

With a unified voice, doctor and student advocates stormed Capitol Hill looking to focus the Washington, D.C., spotlight squarely on the AOA's top priorities and help put optometry's proven grassroots strategy into action at the most pivotal



As part of the day on Capitol Hill, advocates for optometry met with Missouri Sen. Claire McCaskill (D) to put the spotlight on the profession. From left, AOA News Managing Editor Tracy Overton, Missouri Optometric Association Executive Director LeeAnn Barrett, O.D., Sen. McCaskill, University of Missouri-St. Louis optometry student Remi Miljavac, and American Optometric Student Association Executive Director Marlene Burle.

point in the year-long legislative process.

In the days leading up to this year's conference, AOA-backed patient access legislation and the hard-won, four-year \$288 million Medicare pay hike for ODs

both faced renewed attacks by anti-optometry groups. In fact, one medical specialty lobbying group has been working hard to advance legislation that would undue

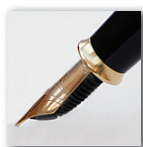
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AOA PAC Fights and Wins for Optometry.

Visit www.aoa.org/AOA-PAC.xml

President's Column

Knowing where
the puck will be



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in Orlando



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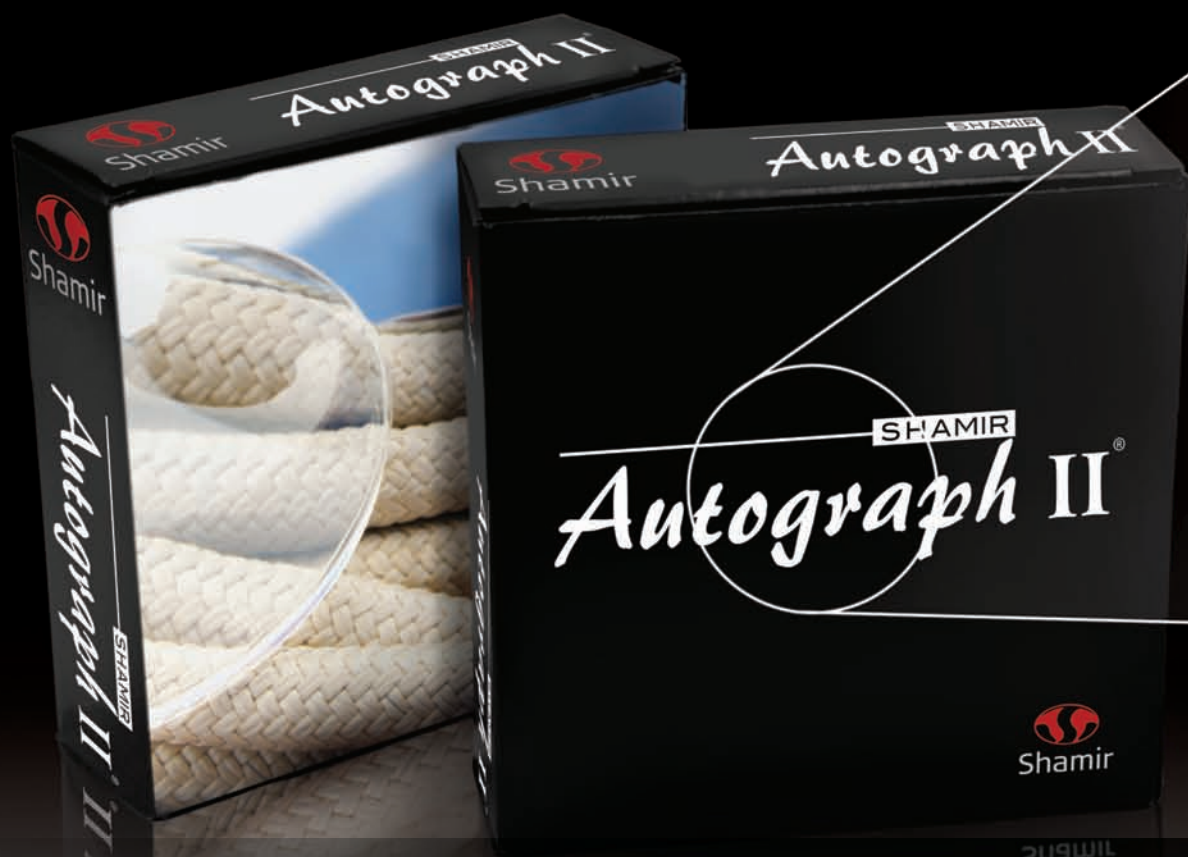
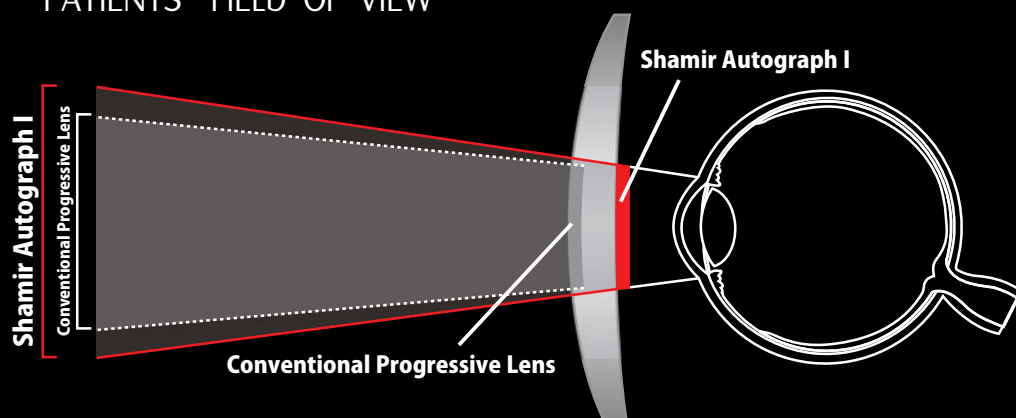
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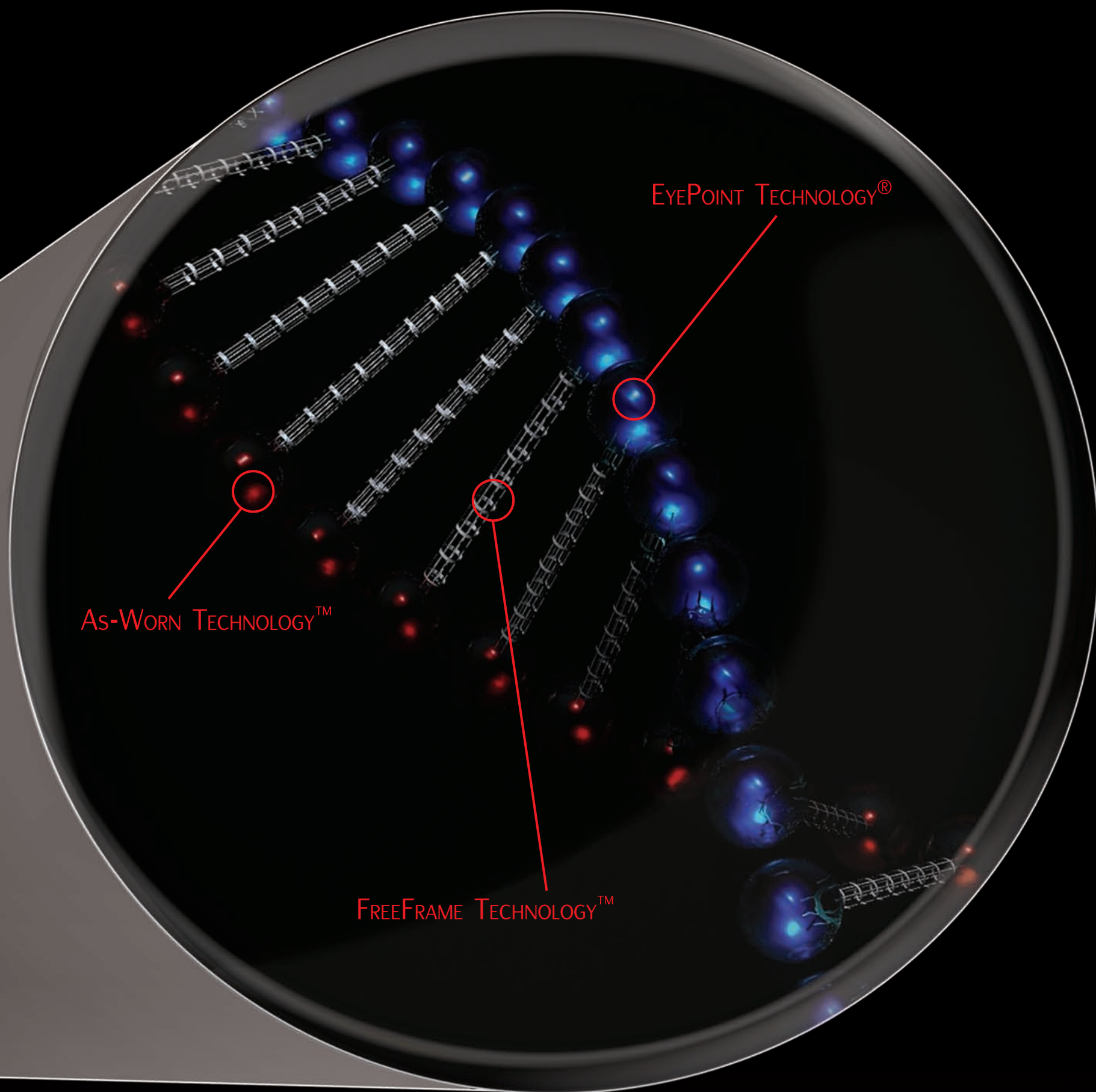
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PRESIDENT'S COLUMN

Knowing where the puck will be

As your president, I have written a number of columns dealing with topics of concern to all AOA members. The topics all reinforce the AOA Board's intent to be listening, responsive and visionary — characteristics that are essential to a strong, forward moving organization in the face of today's dynamic health care environment.

The AOA has represented optometry for 112 years and draws its strength from each and every member, regardless of race, creed, color or sex; regardless of mode or location of practice; and regardless of the personal politics across our entire diverse membership.

This is indeed a daunting task, and I credit each and every current and past affiliate leader and AOA board member with threading that fine needle of listening to our members while maintaining a forward-thinking mindset.

Wayne Gretzky is often quoted as saying that he owed his success as a hockey player to knowing not where the puck is but rather where the puck will be. Such is the expectation that each and every member has of their state and national leaders in optometry.

As your president, few, if any, issues have been as contentious in recent times as board certification and the formation of the American Board of Optometry. I continue to feel as strongly today about this critical topic as I did a year ago — the core issue being that we cannot run the risk of having doors closed on

our doctors, eliminating opportunities and being discriminated against as providers of health care.

Without our actions, we believe there is a high probability of these problems occurring within the government and third-party arena. Specifically, we would be placing the profession at risk if we did not provide the opportunity for optometrists to achieve a credible, profession-wide board certification credential in the event that such a

ing. And regardless of our feelings about the necessity of incorporating PQRI, EHR and e-prescribing into our practices, this is where the puck is heading.

At the Presidents' Council in January there were reports that some managed care organizations are considering requiring board certification and maintenance of certification, but blaming the AOA for this is akin to blaming the weatherman for correctly predicting a storm. Regardless,

We cannot run the risk of having doors closed on our doctors, eliminating opportunities and being discriminated against as providers of health care.

credential might become an advantage for practitioners for either full participation or equal reimbursement.

I understand that there are still some AOA members who remain upset with the decision. I personally have received phone calls and e-mail messages and have had several conversations with concerned members. Frankly, none of us relish the thought of having to demonstrate or prove competence to anyone — we are already competent — but national leaders in all of the major optometric organizations throughout the profession feel this is where the puck is heading. Regardless of our personal politics or feelings about health care reform, this is where the puck is head-

ing. And regardless of our feelings about the necessity of incorporating PQRI, EHR and e-prescribing into our practices, this is where the puck is heading.

You can depend on your AOA leadership to know where the puck is headed. I ask you to look at the big picture that I described in my recent letter mailed to each and every AOA member in February to see what we have all accomplished together over the past several years.

The AOA is as strong as its members. It is only three months until the next annual AOA Congress, and I encourage each and every one of you to attend our 113th Annual Congress, Optometry's Meeting® in Orlando, Fla.,



Dr. Brooks

from June 16-20. Your participation in our House of Delegates as a delegate, alternate or as an observer is not just requested, it is an exercise in the representative democracy that defines your American Optometric Association.

Just as your continued input to me as your AOA president and to the entire Board of Trustees drives home the importance of maintaining two-way communications with each and every member, I implore each and every one of you to observe and participate in our House of Delegates to help us all shape the direction of our fine profession.

I appeal to you to work within our organizational structure to help us to continually improve all aspects of our professional organization.

Each and every AOA member is a most valued asset. Your continued support and participation is most appreciated, and I look forward to seeing you in Orlando!

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Hawthorne announces candidacy for AOA board

Hilary L. Hawthorne, O.D., is a candidate for the two-year open seat on the AOA's Board of Trustees. Although involved in organized optometry since her days as an optometry student, Dr. Hawthorne was officially appointed to the AOA volun-

teer structure in 2006. She has been active in committees including the AOA Communications Advisory Group and served as chair of the Hispanic Communications Project Team from 2008-2009.

In 2007, she served as the AOA's spokesperson in pro-

motion of the American Eye-Q® survey and has done numerous media interviews on behalf of the profession.

Dr. Hawthorne is immediate past president of the California Optometric Association (COA). As a member of the COA Board of

Trustees, she has been involved with many aspects of the COA including the Legislation and Regulation Committee, the Public Vision League, the California Optometry Editorial Board and the Vision West Advisory Board.



Dr. Hawthorne

Dr. Hawthorne was recognized as the COA's Young Optometrist of the Year in 2000 and as Keyperson of the Year in 2001.

Dr. Hawthorne is a graduate of California State University, Fullerton and the Pacific University College of Optometry.

Dr. Hawthorne is active in her community, providing resources for nearby schools, and has contributed service to California Vision Foundation and California Volunteer Optometric Services to Humanity.

She has a private practice in south central Los Angeles, Calif., and also works as a staff doctor for the Los Angeles Unified School District's Student Medical Services.

Optometry Online

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Medicare pay patch extended to March 31

President Obama on March 2 signed into law the federal Temporary Extension Act, which keeps Medicare physician reimbursements at present levels through March 31. The action effectively forestalls a planned 21 percent Medicare fee cut that was to take effect this month. In a related action, the U.S. Centers for Medicare & Medicaid Services (CMS) announced it would resume normal processing of Medicare claims.

The CMS had instructed carriers to suspend claim processing for the first 10 days of this month to give Congress time to avert the planned pay cut (see AOA First Look, March 1, 2010). This month's action marks the second time lawmakers have intervened to prevent the planned 21 percent pay cut that was originally slated to become effective on New Years Day. The AOA Advocacy Group is continuing to work with legislators to further stabilize Medicare pay rates over both the long and short term.



American Optometric Association

Electronic health records are here. Is your practice ready?

The age of electronic health records (EHRs) is here and the American Optometric Association, in collaboration with State Affiliates, supports practicing optometrists.

- Federal EHR incentives begin January 1, 2011.
- The national EHR infrastructure – the Nationwide Health Information Network is scheduled to begin operations in 2014.
- Medicare begins penalizing practitioners who do not use EHRs in 2015.

The AOA's Electronic Health Records (EHR) Preparedness Program for Optometry offers practical guidance on EHR implementation through:

Enhancing Patient Care through Implementation of EHRs, a comprehensive EHR continuing education course at state optometric association meetings.

The AOA Electronic Health Records Page, a one-stop, online EHR information source for optometrists, on the AOA Website at www.aoa.org/EHR.

For more information on current 2010 scheduled courses, visit www.aoa.org/EHR and click on the 2010 Scheduled Courses link.



www.aoa.org/EHR
Click on the 2010 Scheduled Courses

The AOA Electronic Health Records (EHR) Preparedness Program for Optometry is generously supported by:



New EHR course set for 22 states

The AOA Health Information Technology and Telemedicine Committee (AOA-HITTC), in conjunction with state optometric associations, is now offering the “Enhancing Patient Care through the Implementation of Electronic Health Records (EHRs)” continuing education course to help optometrists become part of the nation’s rapidly emerging health information technology system.

begins Jan. 1, 2011

❖ Become part of the U.S. Department of Health & Human Services’ (HHS) Nationwide Health Information Network (NHIN) scheduled for launch in 2014, and

❖ Avoid Medicare payment penalties for practitioners who do not use EHRs, beginning in 2015.

The course offers three hours of classroom instruction (COPE approval pending) by

The course, ‘Enhancing Patient Care through the Implementation of Electronic Health Records,’ will help optometrists become part of the nation’s rapidly emerging health information technology system.

Announced just two months ago, the new EHR CE course has already been scheduled for presentation at 22 state optometric association meetings over the next 12 months, according to Philip Gross, O.D., AOA-HITTC chair.

“Practicing optometrists are asking for practical advice on exactly what electronic health records system can do, how to select an EHR system, and how to use an EHR system in the office to enhance patient care,” Dr. Gross said. “The Enhancing Patient Care through the Implementation of EHRs course is designed to answer those questions as well as explain how optometrists can qualify for new federal incentive programs that can cover much of the cost of an EHR system.”

Developed as part of the new AOA EHR Preparedness Program for Optometry, the course is specifically intended to help optometric practices:

❖ Qualify for the federal American Recovery and Reinvestment Act (ARRA) incentive program, which

nationally recognized leaders in the application of EHR technology in optometric practices. Topics include:

❖ the utilization of EHR technology in each phase of the patient visit,
❖ factors to be considered when assessing EHR systems,
❖ government utilization criteria that must be met to quality for incentive programs,
❖ and EHR certification criteria.

Demonstrations of EHR systems will be offered by leading software vendors following the course.

The AOA EHR Preparedness Program for Optometry and “Enhancing Patient Care through the Implementation of EHRs” CE course are sponsored by Compulink Business Systems, Eyefinity/ OfficeMate, First Insight, Marco, QuikEyes Software, Inc., RevolutionEHR, and Topcon.

Interested practitioners are urged to register as soon as possible. A list of state optometric associations offering the course this year accompanies this article (see box).

EHR preparedness course schedule

State	Date	Time	Contact
Arkansas	Thursday, April 15	2 p.m. to 5p.m.	Vicki Farmer, executive director 501-661-7675 vicki@arkansasoptometric.org
Arizona	Sunday, April 25	noon to 3 p.m.	Kate Diedrickson 602-279-0055 Kate@azoa.org
New Mexico	Saturday, May 1	8 a.m. to 11 a.m.	Richard Montoya, executive director, 575-751-7242 newmexicooptometry@gmail.com
Ohio	Wednesday, May 5	TBD	Linda Fette 614-781-0708 linda@OOA.org
Tennessee	TBD	TBD	Bridget McGill toa@toaonline.org or bridget@usit.net
Louisiana	Sunday, June 13	10 a.m. to 1 p.m.	Chris Wroten 225-287-6641 cwroten@od.sco.edu
Maryland	Sunday, June 13	1 p.m. to 4 p.m.	Kristen Shoemaker, executive director 410-727-7800 kristenshoemaker@assnhgtrs.com
North Dakota	Thursday, July 8	3 p.m. to 7 p.m.	Nancy Kopp, executive director, 701-391-2771 nkopp@btinet.net
Indiana	Wednesday, July 14	9 a.m. to noon	Barbara McNutt, executive director, 317-237-3563 bmcnutt@ioa.org
Colorado	Thursday, July 15	3 p.m. to 6 p.m.	Gwenne Hume, executive director, 303-863-9778 ghume@visioncare.org
Pennsylvania	Sunday, Aug. 1	9 a.m. to noon	Ilene Sauertieg 717-233-6455 llene@poaeyes.org
Mississippi	Saturday, Aug. 7	TBD	Linda Ross Aldy, executive director, 601-853-4407 msoptometr@aol.com
South Dakota	Friday, Sept. 10	5 p.m. to 8 p.m.	Deb Mortenson, executive director, 605-224-8199 deb.mortenson@pie.midco.net
Connecticut	Saturday, Sept. 11	1 p.m. to 4 p.m.	Lynn Sedlak, executive director, 860-529-8012 lsedlak@cteyes.org
Rhode Island	Friday, Sept. 17	TBD	Tim Bonin, executive director, 401-949-0433 tbonin@rioa.org
Maine	Saturday, Sept. 18	1 p.m. to 4 p.m.	Joann Gagne, executive director, 207-626-9920 moa.office@myfairpoint.net
New Jersey	Sunday, Sept. 26	AM Session	Howard Cooper, executive director, 609-232-4012, ext. 116 hcooper@njsop.org
Kansas	Friday, Oct. 1	2 p.m. to 5 p.m.	Todd Fleischer 785-232-0225 todd@kansasoptometric.org
Michigan	Wednesday, Oct. 13	noon to 3 p.m.	Pam Steffy, MOA events coordinator, 517-482-0616 pam@themoa.org
Iowa	Thursday, Oct. 14	TBD	Cindy Schnetzler, executive director cindy@themoa.org
Missouri	Sunday, Oct. 17	8 a.m. to 11 a.m.	Gary Ellis, executive director 515-222-5679 garye@iowaoptometry.org
West Virginia	TBD	TBD	LeeAnn Barrett, O.D., 573-635-6151 lbarrettod@sbcglobal.net
Texas	Thursday, Feb. 17, 2011	TBD	Chad Robinson, executive director, 304-720-8262 chad@wvcsi.com
			Vickie Lively, vickie@wvcsi.com Kevin Gee, O.D., CE chair

Advocacy,

from page 1

the improved Medicare pay formula.

Then, just as doctors and students were receiving their last-minute issue briefings, President Obama and

cent cut in Medicare reimbursement to ODs and other physicians was stalling due to a dispute over procedure.

“Instead of labeling their job as ‘Mission:

AOA delegations from every state held meetings across Capitol Hill and secured new support for the year-long effort to make provider non-discrimination safeguards a foundation of health care reform and AOA-backed bills in the U.S. Senate and House of Representatives.

his allies in Congress officially launched a final push for their health care overhaul to get through Congress.

At the same time, work on Capitol Hill aimed at blocking a massive 21 per-

cent cut in Medicare reimbursement to ODs and other physicians was stalling due to a dispute over procedure. “Instead of labeling their job as ‘Mission:

demonstrated that they were up to the challenge of spotlighting the profession’s priority issues and delivering a rapid response to the recent attacks on ODs,” said AOA Executive Director Barry J. Barresi, O.D., Ph.D.

AOA delegations from every state held meetings across Capitol Hill and secured new support for the year-long effort to make provider non-discrimination safeguards a foundation of health care reform and AOA-backed bills in the U.S. Senate and House of Representatives.

ODs and students met directly with their senators and representatives and focused on protecting and promoting patient access to optometric care, ensuring fair treatment for ODs and patients under national health care reform and securing full recognition and inclusion of ODs in existing and any new federal health care programs.

In the days since the meeting, Congress has approved an emergency 30-day Medicare physician payment fix negating any cut and is now on track to pass a further seven-month “patch,” supported by the AOA in the absence of the consensus on long-term reform needed to end a decade of Medicare physician payment uncertainty.

AOA-backed amendments, including one sponsored by Sen. Tom Harkin (D-Iowa) to establish a federal patient access/ provider non-discrimination law — remain under consideration as the health care reform endgame heads toward a final vote.

To support the work of optometry’s grassroots army of concerned doctors and students and join the final push for the profession’s health care overhaul priorities, please contact the AOA Washington office by phone at 800-365-2219 or send an e-mail to ImpactWashingtonDC@aoa.org.



AOA President Randy Brooks, O.D., presents Rep. Bill Pascrell (D-N.J.) with the AOA Health Care Leadership Award.



AOA President Randy Brooks, O.D. and Vice-President Dori Carlson, O.D. stand with Col. Donald Gagliano after his keynote address to conference attendees. Col. Gagliano is the Director of the joint Department of Defense/ Department of Veterans Affairs Vision Center of Excellence – a new entity created by AOA-backed legislation authored by Rep. John Boozman, O.D. (R-Ark.) Dr. Gagliano, an ophthalmologist, saluted the efforts of optometrists in providing care for America’s current and former military service personnel.



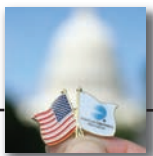
Federal Keyperson and AOA Trustee Andrea Thau, O.D. and fellow members of the New York delegation present Rep. Joe Crowley (D-NY) with the 2010 AOA Health Care Leadership Award.



Rep. Blaine Luetkemeyer (R-Mo.) with Scott Burks, O.D., and MOA staffer Jay Hahn.



AOA President Randy Brooks, O.D., and the New Jersey delegation present Rep. Frank Pallone (D-N.J.), a leading member of the powerful House Energy and Commerce committee, with the 2010 AOA Health Care Leadership Award.



EYE ON WASHINGTON



AOA Federal Keyperson Audie Teague, O.D. and fellow members of the Arkansas delegation present Rep. Mike Ross (D-Ark.) with the 2010 AOA Health Care Leadership Award. Rep. Ross authored the AOA-backed patient access safeguard / provider non-discrimination amendment to the House health care reform bill that would prevent health insurers from gaining new ability to restrict patient access to optometric care.



AOA Immediate Past President Peter Kehoe, O.D. and Illinois College of Optometry President Arol Augsburger, O.D., present Senate Majority Whip Dick Durbin (D-Ill.) with the 2010 AOA Health Care Leadership Award.



Sen. Kit Bond (R-Mo.) is presented with the 2010 AOA Health Care Leadership Award by leading Missouri optometrists and optometry students, including his AOA Federal Keyperson Tom Cullinane, O.D.

PECOS down for service week of March 29-April 5

Due to scheduled maintenance, Medicare's Internet-based Provider Enrollment, Chain and Ownership System (PECOS) will be unavailable from Monday, March 29, 2010, through Monday, April 5, 2010, according to the U.S. Centers for Medicare & Medicaid Services (CMS).

Health care practitioners who wish to enroll in

Medicare or change existing Medicare enrollment records during that period should submit paper CMS-855 Medicare provider enrollment applications(s).

The downloadable forms are available on the Web site at www.cms.hhs.gov/cmsforms.

Practitioners with questions should contact their Medicare fee-for-service contractors.

Medicare,

from page 1

ODs and students explained to their lawmakers how persistent, looming cuts and low payments create an extreme hardship on ODs and other physicians as well as the Medicare patients they serve across the country.

They explained that the continued uncertainty over Medicare pay is causing a growing fatigue among their colleagues.

Doctors and students made clear that Congress must find a lasting and equitable solution, such as a repeal or rebase of the flawed Medicare payment formula.

With Medicare set to begin enrolling the first wave of baby boomers in the near future, a workable fix will be central to the future stability of the Medicare program and continued access to care for seniors.

However, even before the president signed the first extension bill into law, the Senate had begun work on another short-term "patch" — this time to delay enactment of the reimbursement cut until Oct. 1.

Like the first bill, the second measure also provides an extension of numerous unemployment and health assistance programs.

The Tax Extenders Act of 2010, which is in essence a longer-term version of the Temporary Extension Act, was approved by the Senate on March 10 with a vote of 62-36.

The bill now moves to the House for consideration.

While not the long-term fix the AOA had been urging Congress to enact, the move would provide lawmakers with additional time to work toward a permanent solution.

With continued uncertainty over Medicare pay and the constant threat of drastic cuts, the AOA will keep pushing Congress to implement needed changes to the flawed Medicare payment formula.

For further information on this priority issue and how to join the fight for Medicare payment fairness, please contact Jon Hymes of the AOA Washington office at 800-365-2219 or jfhymes@aoa.org.

Special event, special people



Sadly, we cannot give you any more details about the gathering pictured. It surely is an important piece of optometry's history, but there is nothing with the photo to help us tell the story. Can you help? There are many unlabeled or only partially identified photographs in the Archives & Museum collection. We're looking for a team of interested men and women with good memories and years of active involvement in optometry who might help us identify these important historical images. If you are willing to assist, contact Linda Draper at LJDraper@aoa.org or call 800-365-2219, ext. 4102. Photo from the collection of the Archives & Museum - The AOA Foundation.

InfantSEE® network grows

InfantSEE® has a growing network of support in many communities because of the outreach that local providers have done on the program's behalf.

Below is a list of local advocates who have shown interest in the work of InfantSEE® in communities across the country and who help to spread the word about InfantSEE® to the moms and families with whom they work.

Have you or your local society reached out to these groups?

If not, give it a try. Also remember these groups need to be re-contacted periodically.

- ❖ School districts
- ❖ Early childhood groups
- ❖ School nurses
- ❖ Elementary teachers
- ❖ Occupational therapists
- ❖ Public health departments
- ❖ The Women, Infants and Children (WIC) programs
- ❖ Headstart programs
- ❖ Immunization centers

- ❖ Public health nurses
- ❖ Hospitals and birthing centers
- ❖ Pediatricians
- ❖ Nurse midwives
- ❖ Maternal and child health agencies
- ❖ Health fairs
- ❖ Service clubs: Rotary, Kiwanis AM, Kiwanis Noon,

- Lions Clubs
 - ❖ YMCA
 - ❖ Chambers of commerce
 - ❖ Day care providers
 - ❖ Chiropractors
 - ❖ Pharmacies
- Is there a group you work with that's not on this list? Update us at infantsee@aoa.org.

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You can provide support for The AOA Foundation—your foundation in many ways:

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- ❖ Return an exam form for every patient
- ❖ Provide patient stories to highlight in media
- ❖ Attend Optometry's Got Talent, June 16, 2010, at Optometry's Meeting® -

Patron tickets now on sale

- ❖ Start a fundraising event at your affiliate association meeting and donate the funds to The AOA Foundation
- ❖ Open doors and make connections for potential funding
- ❖ Lead by example and provide financial support to the program(s) of your choice.

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If you are already on Facebook, simply enter InfantSEE® into the search to become a fan. For those who are new to Facebook, visit www.facebook.com, create an account and join the InfantSEE® Fan Club today.

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Call for VISION USA providers

VISION USA is grateful to the Michigan Optometric Association for its work to recruit new providers in the state.

As a result, more than 400 new eye exams have become available to Michigan residents who are eligible for VISION USA care.

At this time, eligible applicants are being turned away in the following states because there are not enough VISION USA providers in their communities:

- ❖ Alabama
- ❖ Arkansas
- ❖ Delaware
- ❖ Florida
- ❖ Georgia
- ❖ Michigan
- ❖ Mississippi
- ❖ Missouri
- ❖ Nevada
- ❖ North Carolina
- ❖ Oklahoma
- ❖ South Carolina
- ❖ Tennessee
- ❖ Texas
- ❖ Virginia

Please consider becoming a VISION USA provider.

To sign up, simply send an e-mail to visionusa@aoa.org.

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Next time you book a Marriott hotel reservation, consider doing so through the Optometry's Charity™ Web site.

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More than 5,000 paraoptometrics now CPC-certified

Formally certified office staff is rapidly becoming the norm in optometric practices, according to Mary Jameson, CPOT, chair of the AOA Commission on Paraoptometric Certification (CPC).

More than 5,000 paraoptometrics across the United States and Canada currently maintain certifications with the CPC, according to the commission's 2009 Year in Review report.

That number will continue to grow steadily over the coming years, Jameson believes.

Some 1,032 optometric office staff achieved initial or advanced certification through the CPC last year alone, according to the report.

"Formal certification of health care office staff is a movement sweeping our country," said Jameson. "There is an increasing need for paraoptometric certification in optometric practices."

The CPC is the only certification program developed

specifically for paraoptometrics and offers three levels of certification – Certified Paraoptometric (CPO), Certified Paraoptometric Assistant (CPOA), and

Some 1,206 optometric office staff sat for a written paraoptometric examination last year. All levels of certification require maintenance that includes 18 hours of doc-

demands on the skills of today's optometrists. In order to effectively meet these demands, doctors are turning to their staff to assist in the routine areas of examinations,

and another 99 became top-level certified paraoptometric technicians.

Data gathered from applications indicate that private optometric practices in particular are coming to rely on the CPC program to ensure staff has demonstrated proficiency in necessary skills, Jameson said.

However, Air Force optometry clinics, which now require certified staff, continued to account for a high percentage of CPOA and CPOT certifications last year.

Candidate data also suggest that in many cases, CPOA and CPOT positions are attracting individuals with higher levels of education.

❖ The CPC has structured the CPO examination to demonstrate competency in basic optometric office duties.

Course materials and tests cover proficiency in the areas of basic science, clinical principles and procedures, ophthalmic optics and dis-

see CPC, page 14

"Doctors of optometry are realizing the value of certified paraoptometric personnel in their practices. Certified paraoptometrics demonstrate competence and knowledge to patients, instilling confidence in the service and care that is provided."

Certified Paraoptometric Technician (CPOT).

Each designation coincides with the levels of responsibility that paraoptometrics are commonly assigned in practices, Jameson said.

Written exams are proctored five times a year, while the CPOT Practical Examination is offered two to three times at different locations around the country.

umented continuing education during a three-year period.

"Doctors of optometry are realizing the value of certified paraoptometric personnel in their practices," Jameson said. "Certified paraoptometrics demonstrate competence and knowledge to patients, instilling confidence in the service and care that is provided. In addition, newly emerging technology in eye care puts more

contact lenses and special testing procedures. It is imperative that these staff members be fully trained and prepared to accept the duties they are assigned."

Of the 1,206 optometric office staff members who took CPC certification examinations last year, some 719 achieved entry-level certified paraoptometric status, 214 advanced to the certified paraoptometric assistant level,

Great moves are rarely coincidental.

AOA Practice Transitions is a comprehensive one-day seminar covering the fundamental steps to successfully buying or selling an optometric practice. You'll learn about:

- Buyer/seller needs, wants and expectations
- The difference between 'buying out' and 'buying in'
- Financing and ownership options
- Planning and preparation techniques

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Discover Optometry's Meeting® on Saturday in Orlando

From the Closing Breakfast Symposium to the Presidential Celebration, Saturday will be full of possibilities at Optometry's Meeting® in Orlando, Fla.

Attendees can join Bausch + Lomb Pharmaceuticals for the **Saturday Morning Breakfast Symposium** from 6 a.m. to 7:30 a.m. (Lecturers: R. Melton, O.D., and R. Thomas, O.D.)

The symposium will feature a full breakfast buffet and free continuing education.

This course will detail how to therapeutically inter-

vene on behalf of patients affected with common ocular disorders. Register for #B301.

Simplify the process of interpreting corneal maps: topographies, orbiscans, pentacams, and wavescans.

the Future'- New Technology in Contact Lens Practice, course #3208, from 8 a.m. to 10

After a day filled with valuable continuing education, attendees won't want to miss comedians Frank Caliendo and John Pinette at the HOYA-sponsored Presidential Celebration on Saturday.

TLC Vision is providing an unrestricted educational grant for **"Corneal Mapping A to Z,"** course #3008, from 8 a.m. to 10 a.m. (Lecturers: M. Jones, O.D., and A. Morgenstern, O.D.)

The attendee will learn the secrets to understanding these devices and their displays.

Bausch + Lomb is providing an unrestricted educational grant for **"Back to**

a.m. (Lecturer: E. Van Der Worp, O.D.)

The dynamics of contact lens practices are changing dramatically in the new millennium.

New technology is avail-

able to better respect the shape of the cornea, and wavefront aberrometry is a new method that can help provide patients with the best optical correction possible.

Primary Care

Optometry News is providing an unrestricted educational grant for **"Clinical Grand Rounds,"** course #3408, from 8 a.m. to 10 a.m. (Lecturers: R. Melton, O.D., and R. Thomas, O.D.)

This course covers both common and not-so-common ocular disorders in a clinically practical manner.

An interactive approach is used to discuss diagnosis and management strategies involved with each case presentation.

The AOA Education Theater will feature **"Protect Your Practice...Plan Your Future: A Member's Guide to Insurance and Retirement,"** course #T360, from 10:30 a.m. to 1:30 p.m.

Protecting your practice against unforeseen events and potential litigation while planning for a comfortable retirement has never been more challenging.

Today's difficult times make it hard to know what steps to take to protect your livelihood and plan for tomorrow.

The AOA Insurance Committee and AOA endorsed providers will help guide members in the right direction in this timely program.

AMO is providing an unrestricted educational grant for **"New Technologies in Cataract Surgery,"** course #T334, in the Complete Refractive Solution Theater from 11:30 a.m. to 1:30 p.m. (Lecturers: M. Bloomenstein, O.D.; J. Owen, O.D., MBA; and B. Tullo, O.D.)

This course is designed to offer optometrists insight into the premium cataract procedure.

It is designed for optometrists actively managing cataract patients due to

See Saturday, next page



The Profession's Monthly News Information Network



What's AOA-TV?

AOA-TV is a monthly multi-media broadcast featuring industry news, information, and entertainment. Each episode contains late-breaking news that optometric professionals and AOA members depend on. Tune in monthly for exciting updates and features.

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Saturday,
from previous page



Orlando visitors looking for an over-the-top experience should check out a hot-air balloon ride at sunrise. Registration and housing for Optometry's Meeting® is now open. For more information, visit www.optometrymeeting.org.

Photo credit: Orlando/Orange County Convention & Visitors Bureau, Inc.

the advanced subject matter covered.

This course will include live instruction and the opportunity to experiment with some of the new technologies available to patients and surgeons today.

The **AOA Interactive Poster Session** will be offered for continuing education credit from 11 a.m. to 2 p.m. Register for one hour (#PST1) or two hours (#PST2).

TLC Laser Eye Centers is also providing an unrestricted educational grant for **"The Art of the Conversion,"** course #3014, from 2 p.m. to 3 p.m. (Lecturers: J. Lehr, O.D., and J. Sturm, O.D.)

Use these tips and tricks to make the LASIK conversation fast and easy.

Increase your revenue without increasing your chair time.

Bausch + Lomb is providing an unrestricted educational grant for **"Antioxidants and Human Vision,"** course #3714, from 2 p.m. to 4 p.m. (Lecturer: S. Richer, O.D.)

Current U.S. government food recommendations call for five to 13 fruits and

vegetables per day.

Because antioxidant-rich produce consumption is low, the American Medical Association recommends multivitamins for chronic disease prevention for the entire U.S. population, and in particular, aging adults. This course reviews the basics.

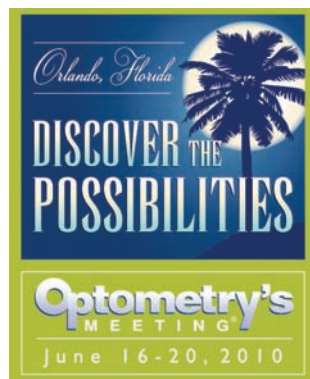
TLC Vision is providing an unrestricted educational grant for **"Be a Control Freak for a Great Refractive Outcome,"** course #3018, from 3 p.m. to 4 p.m. (Lecturer: A. Morgenstern, O.D.)

This one-hour course will show how to control the lids, lashes, and tear film to maximize the custom outcome.

The tear layer greatly affects the wavefront mapping and custom scans. Your time spent upfront will last a lifetime for the patient.

First Insight is providing an unrestricted educational grant for **"The Paperless Optometric Practice—Myth or Reality,"** course #3120, from 4 p.m. to 5 p.m. (Lecturer: P. Gross, O.D.)

This course presents the challenges the optometrist faces in creating the paper-



less optometric practice.

In addition, the management of special testing and images will be discussed with ways to provide better patient care.

After a day filled with valuable continuing education, attendees won't want to miss comedians Frank Caliendo and John Pinette at the HOYA-sponsored **Presidential Celebration** from 7:45 p.m. to 10 p.m.

Following the performances, attendees will enjoy a dessert reception and private laser show.

Make sure attendees and guests are registered for #0380 for admission tickets.

Registration and housing for Optometry's Meeting® is now open. For more information, visit www.optometrymeeting.org.

Report indicates rapid growth in e-prescribing

Surescripts, The Nation's E-Prescription Network™, announced the release of its 2009 National Progress Report on E-Prescribing. The report, "Advancing Healthcare in America," is the third in an annual series that tracks the status of e-prescribing adoption and use in the United States.

The report measures the growth of e-prescribing from 2007 through 2009 across a number of categories. Highlights include:

- ❖ Prescription benefit information: The number of electronic requests for prescription benefit information more than tripled, from 79 million in 2008 to 303 million in 2009.
- ❖ Prescription history information: The number of prescription histories delivered to prescribers grew more than five-fold, from 16 million in 2008 to 81 million in 2009.
- ❖ Prescriptions: By the end of 2009, approximately 18 percent of eligible prescriptions were prescribed electronically compared with just 6.6 percent at the end of 2008. The number of prescriptions routed electronically grew from 68 million in 2008 to 191 million in 2009.
- ❖ Prescribers: The number of prescribers routing prescriptions electronically grew from 74,000 at the end of 2008 to 156,000 by the end of 2009 – representing 25 percent of all office-based prescribers.
- ❖ Pharmacies: At the end of 2009, approximately 85 percent of community pharmacies and six of the largest mail-order pharmacies in the United States were able to receive prescriptions electronically.

"For e-prescription use to jump from 6 to 18 percent in one year indicates several things," said Harry Totonis, president and CEO of Surescripts. "First, that the federal government's leadership and incentive structures are working. Second, that the benefits of e-prescribing – including increased safety, lower costs and increased efficiency – are widely understood. And last, that the nation's experience with e-prescribing – in building the network and the ecosystem to support it – provides a definitive road map for how to drive adoption of a broader electronic health record for all Americans."

The report provides further details and analysis of what is driving the growth of e-prescribing as well as what is required to continue that growth. For a downloadable copy of the National Progress Report on E-Prescribing, go to www.surescripts.com/report.

Profiles in Innovation, a Focus on Quality

New to this year's e-prescribing report is a section highlighting the efforts of the Rhode Island Department of Health, MinuteClinic and others.

The profiles reveal how these organizations are using the Surescripts network to create innovative approaches to improving the quality of health care through the secure sharing of health information.

The report also features a discussion with Surescripts Chief Quality Officer David Yakimischak.

Yakimischak details how Surescripts' focus on quality is setting the standard in health information exchange by aiming to achieve 100 percent reliability of e-prescribing – from the time a prescription is first prepared by a prescriber to the time the medication is dispensed and at all points in between.

Sports Vision Section calls for Jr. Olympics volunteers

The AOA Sports Vision Section (SVS) will be conducting free vision evaluations Aug. 1-2 for athletes competing in the 2010 Amateur Athletic Union (AAU) Junior Olympic Games in Hampton Roads, Va., thanks to a generous sponsorship grant from Vistakon®, Division of

Johnson & Johnson Vision Care, Inc.

The program, co-chaired by Steven Hitzeman, O.D., and Stephen Beckerman, O.D., provides volunteers the opportunity to establish testing protocols, gather data, and aid in identifying the best types of sports vision evaluation equipment.

In addition, it is an excellent opportunity to receive hands-on training and experience in the latest sports vision

evaluation techniques.

The AAU Junior Olympic Games is the largest national multi-sport event conducted annually for youth in the United States. More than 3,800 Junior Olympic athletes have received free vision evaluations from the SVS in the last 15 years.

For more information on volunteering, visit <http://www.aoa.org/SVS.xml> or contact Melissa Flower, section coordinator, at 800-365-2219, ext.

4136 or MLFlower@aoa.org.

Prospective volunteers will be contacted prior to the evaluations and informed of any funding available to help

defray expenses such as meals and accommodations.

Volunteer space is limited, so reserve your space today.

Visit www.aoa.org/SVS.xml for more info

'Career Day' speakers' job made easier...

The AOA Paraoptometric Section now offers tools to aid speakers with paraoptometric "career day" presentations at local high schools or community events. "Envision a Future in Paraoptometry" is a PowerPoint presentation with audio that includes topics such as:

- ❖ Who are paraoptometricians?
- ❖ What does a paraoptometrician do?
- ❖ How to receive training and certification?

The AOA Paraoptometric Section also offers a brochure, "Find Your Future in Paraoptometry," to extend information about careers in paraoptometry.

To request a complimentary copy of the presentation or brochures, contact the Paraoptometric Section at PS@aoa.org.



CPC, from page 11

pensing, and related professional issues.

Some 812 candidates took the 100-question CPO examination in 2009, with 89 percent achieving the 75 percent minimum score necessary to pass.

The vast majority of CPO candidates (736) were employed in private optometric offices.

While the largest segment (563) had high school or equivalent level education, more than 200 of the candidates held bachelor's or associate degrees.

❖ **The CPOA examination** is designed for staff with at least some management responsibilities within the office.

This examination tests proficiency in office operations, ophthalmic optics and dispensing, testing procedures, special procedures, refractive status of the eye and binocularity, as well as basic ocular anatomy and physiology and basic ocular pharmacology.

Candidates are also expected to be familiar with all the content tested at the CPO level.

Some 256 candidates sat for the 225-question exam during five administrations last year with 84 percent of first- or second-time test takers achieving the minimum score of 67.5 percent necessary for passage.

Two-thirds (66 percent) were employed in private practices.

The majority (60 percent) reported they had a high school or equivalent degree while nearly one-third of the candidates (29 percent) held associate, bachelor's, or post-graduate degrees.

❖ **The CPOT examination** has been developed specifically to assess the growing role paraoptometricians play in pre-testing, contact lens dis-

pensing and other patient related-functions.

Certified paraoptometric technicians are tested for proficiency in pre-testing procedures, clinical procedures, ophthalmic optics and dispensing, refractive status of the eye and binocularity, anatomy and physiology, as well as practice management.

Candidates are also expected to be familiar with all subject matter from the CPO and CPOA examination.

Most CPOT candidates must pass the 250-question written examination and a practical examination within a three-year period. (Graduates of Accreditation Council on Optometric Education [ACOE]-approved civilian or military optometric technician programs are exempt from the practical examination.)

Some 138 candidates took the CPOT written examination last year, with 72 percent achieving the 66.8 percent minimum score necessary to pass. About one in 10 CPOT candidates last year took the certification exam in conjunction with ACOE-approved optometric technician program.

More than half of CPOT test candidates last year were military paraoptometricians, with another 27 percent employed in private practice and around one in 10 being students.

Some 38 percent hold a high school diploma or equivalent, but almost as many (35 percent) hold associate, bachelor's or post-graduate degrees.

For nearly nine years, CIBA Vision has provided grants to help support the Paraoptometric Certification program.

The complete CPC 2009 Year in Review Report will appear in the June edition of *Optometry: Journal of the AOA*.

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Please do your part in making sure we are always ready to answer the call. To donate to the fund, please visit www.optometryscharity.org; call 800-365-2219, ext. 4200; or send your check to OFDR, 243 N. Lindbergh, Floor 1, St. Louis, MO 63141.



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Insurance Committee answers questions on new endorsed professional liability program

The AOA recently announced its new partnership with Lockton Affinity and ProAssurance Insurance Group for its endorsed professional liability program.

The current contract with Marsh will end on June 30, 2010. This is simply a notice that change is coming on July 1, 2010, and is not an offer of insurance at this time.

Selection of a new insurance provider followed a thorough review process designed to assess the marketplace and determine what partners made the most sense for members, the AOA, and the profession over the long term.

The following questions and answers by T. Joel Byars, O.D., chair of the AOA Insurance Committee, are designed to provide AOA members with up-to-date information regarding the change.

Q: Why this move now for the professional liability program?

A: The Insurance Committee became concerned several years ago when back-to-back premium increases were enacted by the carrier without what the committee felt was adequate warning and justification. At that time we questioned our broker, Marsh, about the increases and about the possibility of looking for a

whether we might be able to devise a new model, one more responsive to the profession.

Q: What process did the committee and board go through?

A: We sent a Request for Proposal (RFP) in the fall of 2008 to a number of large, well-known brokers, seeking bids on both the current plan as well as a "roadmap" to a

Optometrists insured by the AOA program will now have the absolute assurance that their best interests are being looked out for by colleagues.

new carrier who would be more responsive to our concerns. Marsh executives told us that no other carrier wanted our business. The committee felt at that point a formal review of the program made sense, not only to explore what alternatives might exist to the current plan, but

self-insured model for the future. Five bids were received, and after an exhaustive ranking process, the committee and the board selected our new partners, Lockton Affinity and ProAssurance, as best suited to take us in a new direction.

Q: What made the Lockton/

ProAssurance plan attractive?

A: They provided us with everything we were looking for – guaranteed full scope of licensure coverage now and in the future in every state; unprecedented doctor participation on the carrier committees such as underwriting, claims and risk management; a rate structure and rate-setting process that is on balance more attractive than the current structure; a clear commitment to enhanced customer service; and a clear path to incorporate elements of self-insurance into the plan design in the future.

Q: What does "unprecedented doctor participation on carrier committees" mean to optometrists on a practical level?

A: Unlike most carriers offering to insure optometrists, ProAssurance is a specialty carrier that focuses on the professional liability needs of its insureds. It is not distracted by other coverage lines. The AOA was offered the opportunity of adding practicing optometrists to several internal committees of the carrier, which will allow us to make sure that the "voice of the optometrist" is heard loud and clear when decisions about coverages and/or rates are being made. Optometrists insured by the AOA program will now have the absolute assurance that their best interests are being looked out for by colleagues. No other carrier offers optometrists this additional level of advocacy, and it is an achievement of which AOA is quite proud.

Q: What other advantages does the new plan offer the membership?

A: There are multiple advantages now and in the future. We were able to negotiate for a general rate reduction, though we should caution that some territories will see a modest increase due largely to historic anomalies in the current rate determination process. Going forward we expect our direct access to the process and our plan to move toward a self-insured model will make us the leader in rate

competitiveness. Guaranteed full scope of licensure coverage is another plus – we have heard reports from around the country of members who thought they had full coverage only to find out they did not after a claim was filed. That will not happen with our plan.

Q: How about members who have coverage through other entities?

A: These same advantages apply, plus the advantage of supporting the profession's activities as opposed to others who have no stake in the future of the profession. I would encourage all members to review their current coverage and join us as we move forward. We believe the combination of full coverage, competitive rates, and supporting the future of the profession makes this plan the most attractive option available today.

Q: How can members become part of the new plan?

A: The new plan kicks off July 1, 2010. Members with coverage under the current plan should watch for a notice from Lockton/ ProAssurance as their current renewal date approaches, after July 1, 2010, and follow the simple instructions for signing up. Members whose current coverage renews prior to July 1 may continue their current coverage and switch on the next renewal date; again, they will receive a notice from our new partners.

Q: Any final thoughts?

A: I want to underscore to all my colleagues that the primary reason we made this move was to assure them they will have the most comprehensive protection at the best value for years to come. As I said in my message to members in December, I have been an AOA volunteer for more than 25 years, and I have rarely been as excited about an initiative as I am about this one. I urge all my colleagues, both those who currently have coverage through the AOA and those who do not, to join us as we move in this exciting new direction.

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APHA Vision Care Section shaping health reforms, eye care

In Washington, D.C., policymakers are considering health care reform.

Across the nation, optometric practices are growing in importance as providers of primary eye and vision care.

That means the American Public Health Association (APHA) Vision Care Section's (VCS) 30th year is shaping up to be its most important yet, according to section chair Stacy Lyons, O.D.

With 30,000 members and a 138-year history, the APHA has become one of the nation's largest and most respected health care advocates — and, increasingly, an important proponent of access to eye and vision care through optometric practices, Dr. Lyons notes.

Over the past three decades, the APHA has adopted 25 major eye care resolutions and position statements developed by its Vision Care Section — virtually all of which have served to increase access to optometrists' services, according to Dr. Lyons.

During the APHA's annual observance of National Public Health Week (April 5-11), Dr. Lyons is hoping all optometrists — even those who may not consider themselves to be actively involved in “public health” issues — will consider APHA Vision Care Section membership as a means of shaping critical health care policy and reinforcing optometry's status as the nation's most accessible source of full-scope primary eye and vision care.

“The APHA's influential publications, *The Nation's Health* and *The Journal of the American Public Health Association*, offer an important way to educate policymakers, other health care professions, and the general public. The APHA Annual Meeting & Exposition, which each year attracts some 13,000 professionals, provides a forum through which a broad array of health providers, educators, environmentalists, policymakers and health officials at all levels,

working both within and outside governmental organizations and educational institutions, can come to consensus on pressing health issues. The APHA Public Health Action Campaign then offers an effective way to make sure association consensus positions are reflected in public policy,” Dr. Lyons said.

“As one of the APHA's 31 health care discipline-

exams performed at approximately age 6 months, 2 years, and 4 years.

❖ *Improving access to vision care in community health centers* (2009) — a resolution calling for expanded access to primary eye and vision care in underserved communities through the reinstating of optometrists in the National Health Service Corps and the including of

opment of a proposed set of core services to be recommended for coverage under State Children's Health Insurance Programs (SCHIPS).

Copies of the APHA resolution on inclusion of optometrists in the National Health Service Corps and community health centers — a top AOA legislative priority — were distributed to mem-

“Securing the status of the VCS within APHA through a strong and active membership is more critical than ever at a time when the public health community is in a position to be an important advocate for optometry,” Dr. Lyons said.

VCS membership benefits include discounted registration for the APHA Annual Meeting & Exposition (with more than 1,000 sessions and continuing education courses); subscriptions to *American Journal of Public Health*, *The Nation's Health* and the VCS's twice-yearly newsletter; voting rights for the section's “Distinguished Service Award” and “Outstanding Scientific Paper Project Award,” and discounted purchase of APHA books and materials.

Annual APHA member dues are \$195 (with a special \$60 membership for students and an \$80 membership for retired health professionals). VCS membership dues are just \$30 per year.

“We invite all optometrists to consider membership in the Vision Care Section of the APHA,” Dr. Lyons said.

Additional information is available on the APHA Vision Care Section Web page (www.apha.org/membergroups/sections/apha_sections/vision/).

Information on the section can also be found on the VCS Facebook page (www.facebook.com/group.php?gid=256566453563&ref=mf) and on Twitter (http://twitter.com/APHA_VCS).

The APHA Annual Meeting & Exposition, which each year attracts some 13,000 professionals, provides a forum through which a broad array of health providers, educators, environmentalists, policymakers and health officials at all levels, working both within and outside governmental organizations and educational institutions, can come to consensus on pressing health issues.

based sections, the VCS is providing a formal mechanism through which optometrists can ensure primary eye and vision care issues are properly considered for inclusion in the nation's overall public health agenda,” Dr. Lyons continued.

The result, according to Dr. Lyons, has been a succession of major eye care resolutions and policies that have served to highlight and reinforce optometry's growing role as a critical eye health and vision care provider. Among them:

❖ *Access to treatment for eye care by optometrists* (1990) — a major APHA resolution endorsing therapeutic treatment for eye care by optometrists.

❖ *Improving access to vision and eye health services for long-term care facility residents* (1995) — encouraging access to eye and vision care by optometrists in nursing homes and similar institutions.

❖ *Improving early childhood eye care* (2001) — a policy statement supporting “a regular comprehensive eye examination schedule as opposed to vision screening...so that all children have

optometry as a primary health care discipline in community health centers.

Virtually all of the APHA eye and vision care positions have proven important in shaping health care laws or policy at the state, national, or even international levels, Dr. Lyons noted.

For example, citing the Access to Treatment for Eye Care resolution, then-APHA Executive Director Georges Benjamin, M.D., personally testified on behalf of optometric therapeutics legislation before the Senate of Puerto Rico in 2005.

As a result of APHA VCS efforts, the World Health Organization has recognized refractive error as a cause of blindness and has helped to establish two new four-year optometry schools in China.

And many APHA positions are proving critical in ongoing debates over eye and vision care policy, Dr. Lyons adds.

The 2002 APHA comprehensive eye examination policy was cited by the AOA Advocacy Group last month in comments to the U.S. Department of Health & Human Services on the devel-

bers of Congress last month during the AOA Advocacy Group's Congressional Conference.

VCS member Edwin Marshall, O.D., MPH, is the current APHA vice president. Dr. Marshall and Mel Shipp, O.D., have both served on the APHA Executive Board.

This year, the APHA Vision Care Section is establishing a number of task forces and committees to address special issues relevant to the nation's ongoing health care reform debate.

The section plans to introduce measures for consideration during this year's APHA Annual Meeting, Nov. 6-10, in Denver.

New ways to connect with AOA...

www.facebook.com/american.optometric.association

www.twitter.com/aoanews

www.youtube.com/aoaweb



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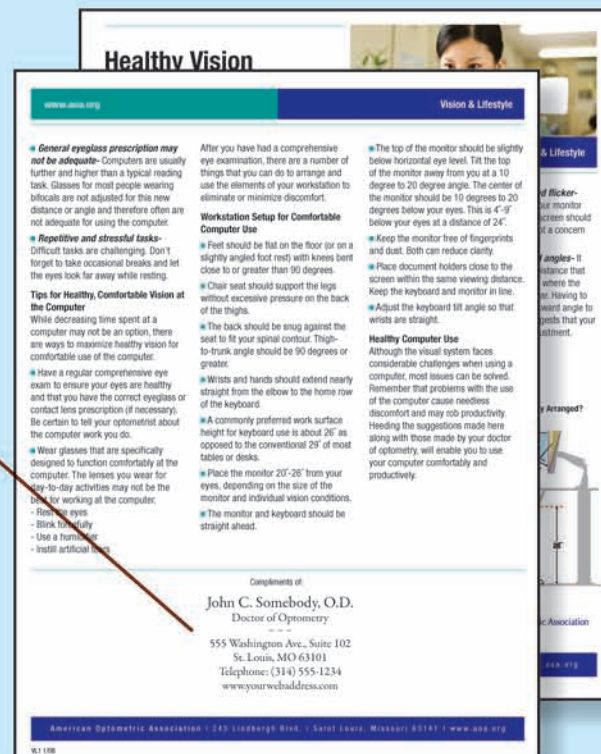
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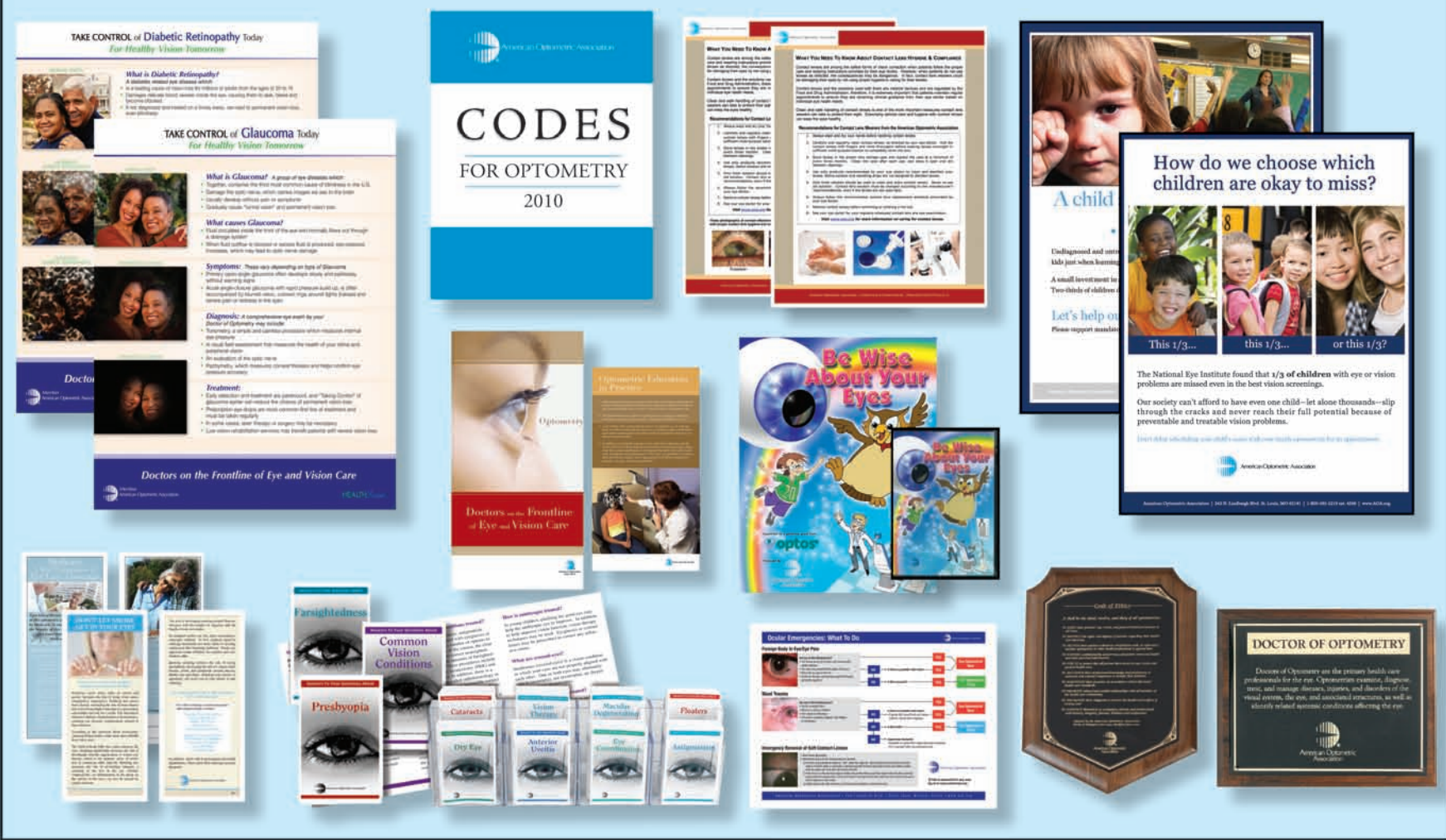
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Also Available Online... (more items coming soon)



Go to: www.aoa.org and follow the link to the AOA Online Store...

If you have an AOA member ID number, please log in with the following information:

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Password: **your six-digit birthday (MMDDYY)**

If you do not know your six-digit member number, call the AOA at (800) 365-2219 between the hours of 8 a.m. and 5:00 p.m. CT, Monday through Friday or send an email to logon@aoa.org.



FROM THE AOA

Saving vision

Barry Barresi, O.D., Ph.D.,
AOA executive director

With the collaboration of volunteers and staff, the AOA produced a newly designed patient education piece in honor of this March's Save Your Vision Month.

This year's observance is focused on "Healthy Vision in the Workplace," reminding employees of the importance of regular eye care and safety.

The materials address the effects prolonged computer and hand-held device usage have on the eyes and offer tips for preventing eye strain and visual discomfort. A second brochure highlights the proper selection and usage of eye safety wear for work and home environments.

The AOA offers this community outreach kit free to members to help promote the observance of Save Your Vision Month locally. The kit includes:

- ❖ Tip sheet on how to promote in the community
- ❖ Sample letter to send to human resources managers
- ❖ Two patient information sheets padded in quantities of 50:
 - ❖ Healthy Vision and Hand-Held Devices
 - ❖ Healthy Vision in the Workplace
- ❖ PowerPoint presentation for lunch time "brown bag" seminars
- ❖ Template news release that can be sent to the local media

So far, more than 400 members have requested the kits, indicating the need to educate patients in this area.

Volunteers James Sheedy, O.D., and Harvey Moscote, O.D., assisted in developing the "Healthy Vision and Hand-Held Devices" piece.

Dr. Sheedy, who is the director of optometric research at Pacific University, also served as our primary spokesperson for this campaign.

On Feb. 25, Dr. Sheedy was part of our Radio Media Tour and did interviews with seven radio stations.

Something new we did this year was create an electronic press kit that we e-mailed to approximately 5,000 writers who specialize in medical/health care and lifestyle.

The following committee members assisted in various ways in making this campaign a success:

Environmental Vision Committee: Brian Hatch, O.D., chair; George Adams III, O.D.; Capt. Andrew Engle, O.D.; Col. John Kent, O.D.; Andrea McCann, O.D.; Van Nakagawara, O.D. (consultant); Dori Carlson, O.D. (liaison trustee) and Jeff Weaver, O.D. (staff)

Communications Group Committee: Howard Cooper; Melvin Jackson, O.D.; James Meffert-Nelson; Joseph Studebaker, O.D.; James Kirchner, O.D.; David Hamill, O.D.; Amy Pruszenski, O.D.; and Hilary Hawthorne, O.D.

The AOA would love to hear about how our members are using this community outreach kit and other materials to help their practices and communities. Please let us know what you think (e-mail editor@aoa.org).

To receive a free-of-charge member kit, send an e-mail to publicrelations@aoa.org.



Dr. Barresi

SVS to present course at schools, state meetings

The AOA is pleased to present the Sports Vision University — available for students and ODs this year.

The course will be presented at the Michigan College of Optometry on Saturday, March 27 and The Ohio State University College of Optometry on Saturday, May 8.

This four-hour CE course is made possible

through a generous educational grant from The Vision Care Institute™, LLC, a Johnson & Johnson company.

The Sports Vision University will be presented at two additional schools/colleges of optometry and two state association meetings this year.

This course is pending COPE approval. For sched-

uling updates visit <http://www.aoa.org/SVS.xml> or contact Section Coordinator Alisa Krewet at 800-365-2219, ext. 4137 or AGKrewet@aoa.org.

Visit
www.aoa.org/SVS.xml
for more info



The 2010 Optometry's Meeting® presents AOA's Career Central. A new learning and networking opportunity for all attendees!

CAREER CENTRAL...DISCOVER THE POSSIBILITIES!

Capitalize on your career at Career Central:

- * **Network** with several ophthalmic modalities
- * Expand your **knowledge base**
- * **Exchange** information with companies and practices
- * Focus on your **future** in optometry

Be sure to register for AOA's Career Central Career Fair on Friday, June 18 from 10:00am - 2:00pm; Function #0213. You may also register for several Career Central courses offered Thursday through Saturday. For complete details visit www.optometrymeeting.org.

**Register for
Optometry's Meeting®
June 16-20 • Orlando, FL**



SPOTLIGHT ON AOA MEMBERS

Illinois OD helps those with 3-D vision problems

In addition to serving as a Professor of Pediatrics and Binocular Vision at the Illinois College of Optometry's Illinois Eye Institute and as the editor of *Optometry & Vision Development*, Dominick Maino, O.D., M.Ed., is con-

hitting theaters.

Movies such as "Avatar," "Alice in Wonderland" and "How to Train Your Dragon" have left many viewers experiencing headaches, nausea, dizziness, diplopia and eye-strain.

These could be signs of

"Anywhere from 3 million to 9 million or more individuals will have binocular vision dysfunction that will stop them from enjoying 3-D movies."

sidered an expert on the subject of 3-D vision syndrome and its treatment.

Dr. Maino is also in private practice with Denise Rice-Kelly, O.D., and Cheryl Adams, O.D., at Northwest Optometric Associates in Harwood Heights, Ill.

The Chicago affiliate of ABC News recently interviewed Dr. Maino in wake of the wave of 3-D movies now

undiagnosed vision problems, according to Dr. Maino.

"Anywhere from 3 million to 9 million or more individuals will have binocular vision dysfunction that will stop them from enjoying 3-D movies," said Dr. Maino. "Watching 3-D movies can unmask issues such as lazy eye or convergence insufficiency."

Patients may present



Dominick Maino, O.D., M.Ed., examines patient Shannon Wyatt, who noticed binocular vision problems after viewing the movie "Avatar."

with asthenopia, in which they cannot specifically describe the problem but know that something is just not right.

Dr. Maino stressed that optometric vision therapy can help with these problems and that it's quite effective even for adults.

"The goal is to improve eye coordination, focusing and eye movement to help with the appreciation of the 3-D experience," he said. "We need to re-educate the brain to achieve single, clear, comfortable, two-eyed vision so that everyone can appreciate these new technologies."

Dr. Maino points out that the human organism was not designed to act in a virtual 3-D environment. This can cause a cognitive dissonance in which what someone knows to be true (the image is at the distance of the movie screen) and sees to be true (the distance they actually perceive the image to be) are in conflict.

"After optometric vision therapy they can start trusting what they see," said Dr. Maino.

The Illinois Eye Institute provides binocular vision services to thousands of patients each year.

Since the segment aired on ABC News, Dr. Maino said he has received e-mails from all over inquiring about optometric vision therapy. He has directed these patients to the Dr. Locators on the AOA and the College of Optometry in Vision Development Web sites (www.aoa.org and www.covd.org).

Dr. Maino suggests that optometrists who are not familiar with the techniques of diagnosing binocular vision disorders review the AOA Optometric Clinical Practice Guidelines on Pediatric Eye and Vision Examination (available at <http://www.aoa.org/documents/CPG-2.pdf>).

The procedures for screening for convergence insufficiency are available at <http://www.aoa.org/documents/PLRG-CI-Card.pdf>.

Dr. Maino has recently published two articles that may be helpful for other prac-

tioners.

A *Review of Optometry* article on neuroplasticity speaks to working with adults who have binocular vision dysfunction (http://www.revoptom.com/continuing_education/tabviewtest/lessonid/106025/).

The second one, from *Optometric Management*, is on binocular vision dysfunction and is available at <http://www.optometric.com/article.aspx?article=103756>.

"We have an epidemic of undiagnosed and untreated binocular vision problems that optometrists should diagnose, treat or refer out for treatment," said Dr. Maino.

Dr. Maino also notes the best way for a primary eye care practice to provide state-of-the-art care for those with binocular dysfunction is to hire someone who specializes in pediatrics and binocular vision problems, such as those who have completed a residency in this area.

He also suggests visiting his blog, <http://mainos.memos.blogspot.com/>, for the latest information on children's vision.



Dominick Maino, O.D., M.Ed., with ABC WLS-TV Healthbeat Segment Producer Christina Tressel. Dr. Maino was featured on the program discussing undiagnosed vision problems discovered in the wake of recent 3-D movie releases.

Editor's note

AOA News is highlighting the admirable charitable work and exceptional patient care that distinguishes members of the American Optometric Association. Got a story to share? Drop a line to TLOverton@aoa.org.



Abbott Medical Optics

Alcon

Allergan

Bausch + Lomb

CIBA VISION Corporation

CooperVision

Essilor of America

HOYA Vision Care

Johnson & Johnson Vision Care, Inc

Kemin Health

Luxottica Group

Marchon Eyewear

Optos

Pfizer Ophthalmics

Shamir

TLC Vision Corporation

Transitions Optical

VisionWeb

Industry Profile is a regular feature in AOA News allowing participants of the Ophthalmic Council™ to express themselves on issues and products they consider important to the members of the AOA.

Industry Profile: CIBA VISION

CIBA VISION was created to help people enjoy one of life's most precious gifts: healthy vision. It is the eye care unit of Novartis AG (NYSE: NVS), one of the world's leading providers of healthcare solutions.

With worldwide headquarters since 1980 in Atlanta, Ga., USA, CIBA VISION develops and manufactures contact lenses and lens care products to meet the evolving eye care needs of Eye Care Practitioners (ECPs) and their patients/consumers. With CIBA VISION locations in more than 30 countries, and partnerships with local distributors, CIBA VISION's products and services are available in more than 70 countries around the world.

At the heart of CIBA VISION's business is a relentless desire to make a difference in people's lives by improving, protecting and preserving eyesight. This commitment, which requires exceptionally high-quality standards and cutting-edge innovation, is best expressed in the CIBA VISION mission statement, "Shared Passion for Healthy Vision and Better Life."

SHARED PASSION

CIBA VISION's partnership with ECPs is very strong as a result of their shared passion for helping people see better and live fuller lives. In addition to delivering products that meet patient/consumer needs, we support our ECP partners with practice management solutions to help them fulfill their professional aspirations. One example is the CIBA VISION Academy for Eyecare Excellence™, a global program for ECPs that delivers professional education and practice development to ensure the highest standard of patient care. The Academy for Eyecare Excellence™ includes both clinical and business programs, such as the Management & Business Academy (MBA, available in some countries), as well as support staff and student programs.

HEALTHY VISION

CIBA VISION believes innovation is the key to a better tomorrow in eye care. The company is always looking for new materials, technologies and designs to make contact lenses and lens care more effective and simple to use – a relentless quest that has resulted in a number of industry "firsts." CIBA VISION prides itself on its development of the first daily disposable lenses with a revolutionary blink-activated moisture system for all-day comfort, as well as being the world's leading color contact lens brand. CIBA VISION also has a full portfolio of highly breathable silicone hydrogel contact lenses that meet almost all vision correction needs including astigmatism.

BETTER LIFE

CIBA VISION develops breakthrough eye care products that meet people's evolving lifestyles. This commitment guides our business strategy, product development and global operations. The desired result is greater patient compliance and a product offering that focuses on several strategic brands: AIR OPTIX®, DAILIES® and Lens Care.

The company's products not only improve consumers'/patients' vision, they also enhance self-esteem, appearance and well being, and ultimately make their lives better by allowing for freedom of vision and superior comfort to match today's active lifestyles and demands.

Headquarters
CIBA VISION Corporation
11460 Johns Creek Parkway
Duluth, GA 30097-1556
www.cibavision.com

CIBA VISION data on file, 2005.



InterCast Europe, Julbo, Shamir join forces on new lens



InterCast Europe, a worldwide leader in the production and supply of high-quality performance sunglass lenses, and Julbo, a company known for the technological value of its range of sports eyewear, announced the development of the new Falcon NXT® lens.

To provide everyday users with the same technology as sport enthusiasts, Julbo has developed the new Falcon NXT® lens, which features InterCast's latest innovations for NXT® Varia™ Photochromic: the BVVS (Behind the WindShield) technology.

The NXT® platform is designed to be the very best technology for solar filtration currently available on the market, according to the company.

The extraordinary optical and mechanical properties of this polymer have allowed InterCast Europe to develop for Julbo a full range of technical lenses, available in different colors: Zebra Varia™ Photochromic for mountain biking and trail-running styles, Octopus Polar Varia™ Photochromic for the nautical collection and Camaleon Polar Varia™ photochromic for high-mountain eyewear—all made in Trivex® lens material.

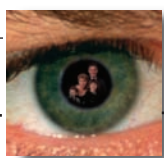
The RxTrem program has been created in order to make NXT® technology and its incredible benefits suitable for all prescription lens wearers.

RxTrem, developed in collaboration with Shamir, means "your high performance vision" through a new revolutionary product: prescription sunglasses with curved frames. Thus, for the first time, Julbo lenses will be able to be 100 percent adapted to any kind of vision, meeting all needs thanks to their high-quality standards.

In the last years, InterCast Europe and Julbo have been building a partnership based on ongoing product development.

Thanks to this cooperation, Julbo has brought new products to the market and a variety of innovative sunglasses with benefits for end-users.

For more information, visit www.nxt-vision.com.



INDUSTRY NEWS

Persol artwork to be featured in international exhibition

Luxottica, owner of the Persol brand, presents the second edition of A Work of Persol, the communication platform that renews the bond between contemporary art and the eye-wear and sunglasses brand known for its long tradition of research and quality.

The "A Work of Persol" project was launched in 2009 in cooperation with the Cutwater advertising agency of San Francisco.

It is based on the link between the creative process that originates a work of art and the unique and exclusive design process for Persol eye-wear.

Since 1917, the year in

which the brand was established, Persol has always been recognized for its artistic expression, which is the result of a special production process that takes place entirely in Italy and is based on manual skill, culture, passion, and dedication.

It takes 30 days to make a pair of Persol glasses, and each model undergoes scrupulous quality control tests before it is sold.

This long, meticulous production process for each pair of glasses and sunglasses is the inspiration for an advertising project featuring eight international talents of contemporary art whose creative process expresses values and



Italian artist Francesco Cuomo poses with his work, which is part of the "A Work of Persol" collection featuring works of art with substance and style that were designed to be worn.

Gallup names Transitions great place to work

Gallup announced that Transitions Optical, Inc. will receive the Gallup Great Workplace Award because its employee engagement results demonstrate one of the most productive and engaged workforces in the world.

The Gallup Great Workplace Award is based on the most rigorous workplace research ever conducted.

Companies are judged on multiple criteria, including response rates, overall engagement levels, and evidence of engagement impact on performance.

Applicants' results are compared across Gallup's renowned workplace research database composed of millions of work teams in more than 150 countries.

A panel of workplace experts evaluated the award-winning organizations.

"The winners of this award have established a new global standard for engaging people," said Tom Rath, who leads Gallup's Workplace and Leadership Consulting practice. "When compared to the millions of workgroups we have studied around the world, the awardees have worked tirelessly to create an environment that values people. They go far beyond trivial perks to ensure that each employee has an emotional connection to the company's mission and growth."

"We are fortunate to have such talented and dedicated employees throughout Transitions," said Brett Craig, president, Transitions Optical. "Their high engagement is a driving force behind our continued ability to deliver innovative products that truly benefit people's lives."

The award will be presented during the Gallup Summit, which takes place April 27-29, 2010, in Omaha, Neb.

During the Summit, Great Workplace Award winners will present the best practices they applied to their workplace and the improved business results they achieved through building an engaged workforce.

passions similar to those applied in the development of the Persol collections.

Specific criteria were used to carefully choose for the 2010 edition the eight artists inspired by the Persol story. Each created a work that, like Persol frames, possesses substance and artistic accuracy.

These works also stand out due to their exclusive production process based on an attention to detail, technique, materials, and manual skill.

The artists of "A Work of Persol" all share the same passion for the materiality of art and create their works with patience and dedication.

Each talent produced his or her work of art using different techniques, but they all had one inspiration: Persol.

The artists include Anne Hardy (England), Claire Healy and Sean Cordeiro (Australia), Mustafa Hulusi

(England), Seher Shah (Pakistan), Amanda Ross-Ho (United States), Guillaume Leblon (France), Wilfrid Almendra (France), and Francesco Cuomo (Italy). The last artist of the 2010 edition of the project is Persol, which creates works of art with sub-

This long, meticulous production process for each pair of glasses and sunglasses is the inspiration for an advertising project featuring eight international talents of contemporary art whose creative process expresses values and passions similar to those applied in the development of the Persol collections.

stance and style that were designed to be worn.

"Persol is a brand with authentic traditional values based on fine Italian craftsmanship, which make this brand an unparalleled point of reference in the luxury accessories market," said Chiara Occulti, brand portfolio direc-

tor for Luxottica. "We are proud to renew this unique partnership in 2010 with several of the most interesting contemporary artists on the international scene. This year, too, 'A Work of Persol' has achieved its main objective to express the style of Persol, a

brand tied to traditional values even as it seeks new frontiers to conquer."

The "A Work of Persol" communication platform will be composed of several subjects for advertising in the press, on posters, in video, online (www.persol.com), and in stores.

They will also be broadcast in Italy and France starting this month.

The 17 works of contemporary art from the 2009 and 2010 "A Work of Persol" collection will be on display, with the artists attending, at Art Basel 2010, an international event for modern and contemporary art held from June 16 to 20, 2010, in Basel, Switzerland.



MEETINGS

April

CENTRAL JERSEY OPTOMETRIC SEMINAR

April 1, 2010
CentraState Medical Center,
Freehold, New Jersey
William B. Potter, O.D.
609/588-0792
Eyedoc2180@aol.com

OPTOMETRIC EXTENSION
PROGRAM FOUNDATION, INC.
AND NEURO-OPTOMETRIC
REHABILITATION ASSOCIATION
6th International Congress of
Behavioral Optometry (ICBO)
In Conjunction with the Neuro-
Optometric Rehabilitation Association
(NORA)
19th Annual International Multi-
Disciplinary Conference
April 6-11, 2010
Western University of Health
Sciences College of Optometry
Pomona, CA
949/250-8070

AOA PRACTICE TRANSITIONS: STRATEGIES FOR MAKING THEM HAPPEN

April 7, 2010
Hyatt Grand Champions Resort &
Conference Center, Indian Wells,
California
www.aoa.org/practice-
transitions.xml

CALIFORNIA OPTOMETRIC ASSOCIATION

OPTOWEST 2010
April 8-11, 2010
Hyatt Grand Champions Resort &
Conference Center, Indian Wells,
California
www.OptoWest.com

INTERNATIONAL CONGRESS OF BEHAVIORAL OPTOMETRY (ICBO)

6th International Congress of
Behavioral Optometry
April 8-11, 2010
Southern California
Robert Williams
949/250-8070

SOUTHERN COLLEGE OF OPTOMETRY

2010 SPRING CONTINUING
EDUCATION
April 9-11, 2010
SCO Campus, Memphis, Tennessee
800/238-0180, ext. 4
ce@sco.edu
www.sco.edu

NOVA SOUTHEASTERN UNIVERSITY COLLEGE OF OPTOMETRY SPRING DOUBLEHEADER: INTERDISCIPLINARY

MANAGEMENT OF THE DIABETES PATIENT AND RETINA UPDATE

April 10-11, 2010
Ft. Lauderdale, Florida
954/262-4224
oceaa@nova.edu
www.optometry.nova.edu/ce/

WISCONSIN OPTOMETRIC ASSOCIATION

SPRING SEMINAR
April 14-15, 2010
Hotel Sierra (Formerly Regency
Suites), Green Bay, WI
Joleen Brenig
800/678-5357
FAX: 608/824-2205
joleenwoaoffice@tds.net
www.woa-eyes.org

ARKANSAS OPTOMETRIC ASSOCIATION

2010 SPRING CONVENTION
April 15-17, 2010
The Peabody Hotel, Little Rock, AR
Vicki Farmer
501/661-7675
FAX: 501/373-0233
aropt@swbell.net
www.arkansasoptometric.org

INDIANA OPTOMETRIC ASSOCIATION

113TH ANNUAL SPRING
CONVENTION
April 16-18, 2010
Indianapolis Marriott Downtown,
Indianapolis, Indiana
Bridget Sims
317/237-3560
blsims@ioa.org
www.ioa.org

WEST FLORIDA OPTOMETRIC ASSOCIATION

SPRING BREAK SEMINAR
April 16-19, 2010
Sandestin Hilton Beach and Golf
Resort, Sandestin, Florida
Dr. Tom Streeter
850/279-4361
opttom@hotmail.com
www.wfoameeting.com

SOUTH DAKOTA OPTOMETRIC SOCIETY

2010 SDOS SPRING
CONVENTION
April 21-23, 2010
Ramkota River Centre, Pierre, South
Dakota
Deb Mortenson
605/224-8199
FAX: 605/224-6047
Sdeyes3@pie.midco.net
www.sdeyes.org

KENTUCKY OPTOMETRIC ASSOCIATION

108TH ANNUAL SPRING
CONGRESS
April 22-25, 2010

Hyatt Hotel, Lexington, Kentucky
sarah@kyeyes.org
www.kyeyes.org
502/875-3516

AZOA 2010 SPRING CONGRESS ARIZONA OPTOMETRIC ASSOCIATION

April 23-25, 2010
Hilton El Conquistador, Tucson, AZ
Kate Diedrickson
602/279-0055
kate@azoa.org
www.azoa.org

MONTANA OPTOMETRIC ASSOCIATION

2010 MOA ANNUAL
CONFERENCE
April 29-May 1, 2010
Best Western GranTree Inn,
Bozeman, Montana
Sue Weingartner
406/443-1160
FAX: 406/443-4614
sweingartner@rmsmanagement.com
www.mteyes.com

FLORIDA CHAPTER AAO EDUCATIONAL MEETING

April 23-24, 2010
Mission Inn, Howey-In-The-Hills,
Florida
Arthur Young, O.D.
239/542-4627 or 601/946-
2174
FAX: 239/245-7494
e-mail: eyeguy4123@msn.com

COLLEGE OF SYNTONIC OPTOMETRY

78TH ANNUAL CONFERENCE
ON LIGHT AND VISION
April 29 - May 1, 2010
Sirata Beach Resort, St. Pete Beach,
FL Ron Wahlmeier, Admin. Director
719/547-4953
www.syntonics@q.com

KANSAS OPTOMETRIC ASSOCIATION

KOA ANNUAL CONVENTION
AND SEMINAR
April 29-May 1, 2010
Capitol Plaza Hotel, Topeka, Kansas
Todd Fleischer
785/232-0225
FAX: 785/232-6151
todd@kansasoptometric.org
www.kansasoptometric.org

NEW MEXICO OPTOMETRIC ASSOCIATION

ANNUAL CONVENTION
April 29-May 2, 2010
Embassy Suites Hotel, Albuquerque,
New Mexico
Richard Montoya
575/751-7242
info@newmexicooptometry.org
www.newmexicooptometry.org

ILLINOIS OPTOMETRIC ASSOCIATION

MIDWEST EYECARE CONGRESS
April 30-May 2, 2010
St. Louis Union Station Marriott, St.
Louis, Missouri

OPTOMETRIC EDUCATION AT THE BEACH TENNESSEE OPTOMETRIC ASSOCIATION

April 30-May 2, 2010
Sandestin Beach Hilton, Sandestin,
FL Bridget Jones
800/451-2438

bridget@usit.net
www.toaonline.org

May

2010 ARVO ANNUAL MEETING: FOR SIGHT: THE FUTURE OF EYE AND VISION RESEARCH

ASSOCIATION FOR RESEARCH IN
VISION AND OPHTHALMOLOGY
May 2-6, 2010
Fort Lauderdale, Florida
Ellyn Terry
eterry@arvo.org
www.arvo.org/ctes

2010 CALIFORNIA REGIONAL VISION THERAPISTS' FORUM

The Optometric Extension Program
Foundation
May 14-15, 2010
Crown Plaza Hotel, San Diego
(Mission Valley), CA
Lyna Dyson, COVT
858/748-6210
visionhlp@juno.com
www.oepf.org/calendar.php

CLINICAL EYE CARE CONFERENCE

Nova Southeastern University
College of Optometry
May 14-16, 2010
Nova Southeastern University Main
Campus, Ft. Lauderdale, Florida
954/262-4224
oceaa@nova.edu
www.optometry.nova.edu/ce/

SC OPTOMETRIC PHYSICIANS ASSOCIATION AND THE NSU

OKLAHOMA COLLEGE OF
OPTOMETRY
LASER THERAPY FOR THE
ANTERIOR SEGMENT
May 20-22, 2010
Charleston, SC
Jackie Rivers
2730 Devine Street
Columbia, SC 29205
803/799-6721
1-877-799-6721
FAX: 803/799-1064
info@sceyedocors.com

PENNSYLVANIA OPTOMETRIC ASSOCIATION

SPRING CONGRESS &
EDUCATIONAL CONFERENCE
May 21-23, 2010
Seven Springs Resort, Champion,
Pennsylvania
Ilene Sauertieg
717/233-6455
www.poaeyes.org

OPTOMETRIC BUSINESS MANAGEMENT SYMPOSIUM

Tennessee Optometric Association
and CIBA/Essilor's Management &
Business Academy
May 22-23, 2010
Opryland Hotel, Nashville, TN
Bridget Jones
1-800-451-2438
bridget@usit.net
www.toaonline.org

CE IN ITALY 2010 CONFERENCES

May 23-25, 2010
Cinque Terre, Italy
James L. Fanelli, O.D., FAAO
910/452-7225
FAX: 910/452-7229



jamesfanelli@ceinitaly.com
www.CEinItaly.com

CE IN ITALY 2010 CONFERENCES

May 27-29, 2010
Rome, Italy
James L. Fanelli, O.D., FAAO
910/452-7225
FAX: 910/452-7229
jamesfanelli@ceinitaly.com
www.CEinItaly.com

June

GEORGIA OPTOMETRIC ASSOCIATION

GOA 106TH ANNUAL MEETING
June 3-6, 2010
Sawgrass Marriott Golf Resort & Spa
Vanessa Grosso
800/949-0060, ext. 1
FAX: 770/961-9965
vanessagoa@aol.com
www.goaeyes.com

MAINE OPTOMETRIC ASSOCIATION

JUNE "SUMMER" CONFERENCE
June 4-6, 2009
Harborside Hotel & Marina, Bar
Harbor, Maine
Joann Gagne
207/626-9920
www.MaineEyeDoctors.com

UTAH OPTOMETRIC ASSOCIATION

UOA ANNUAL CONGRESS
June 4-6, 2010
Zermatt Resort, Midway, Utah
Clive Watson
801/364-9103
FAX: 801/364-9613
UOA@XMISSION.COM
WWW.UTAHEYEDOC.ORG

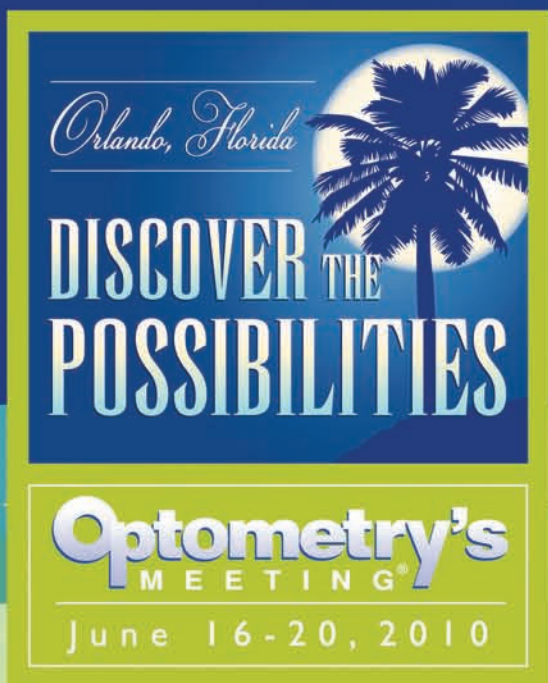
WEST VIRGINIA OPTOMETRIC ASSOCIATION MID-YEAR MEETING

June 4-6, 2010
The Bavarian Inn, Shepherdstown,
West Virginia
304/720-8262
www.wvoa.com

NORTH CAROLINA STATE OPTOMETRIC SOCIETY

ANNUAL SPRING CONGRESS
June 5-7, 2010
Myrtle Beach, South Carolina
Sue Gardner
252/237-6197
FAX: 252/237-9233
nceyecare@aol.com
www.nceyes.org (March 2010)

**To submit an item
for the meetings calendar,
send a note to
eventcalendar@aoa.org.
Please allow several
months' lead time.**



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Exhibits: June 17-19, 2010

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- Opening General Session with speaker Frank Abagnale – *Sponsored by Essilor*
- Wines From Across Our Nation in the Exhibit Hall on Thursday
- Buck-a-Beer Night in the Exhibit Hall on Friday
- The Varilux® Optometry Student Bowl™ XIX and reception, where optometry schools compete for academic supremacy – *Sponsored by Essilor*
- Presidential Celebration on Saturday night, featuring Frank Caliendo & John Pinette – *Sponsored by HOYA*

Don't forget to select your hotel from one of the hotels in our block. The AOA has blocked sleeping rooms at the Gaylord Palms® Resort and the Orlando Marriott World Center. Rooms go very fast...don't delay!

To register, take advantage of early bird savings, and learn more about Optometry's Meeting®, visit www.optometrismeeing.org





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FERRIS STATE UNIVERSITY

TENURE-TRACK FACULTY POSITION

The Michigan College of Optometry (MCO) at Ferris State University (FSU) invites applications for a full-time tenure track position available immediately.

The successful applicant will assume duties in patient care and teaching in the clinic, classroom, and laboratories primarily in the area of pediatric vision and/or vision therapy. Opportunity to develop in the area of clinical administration and supervision of a resident may also be available. The successful applicant will be expected to contribute to the mission of MCO in the areas of patient care, teaching, scholarly/professional activities, and leadership.

Position #F21556, Pediatric Optometry - Applicants should demonstrate expertise in clinical and didactic instruction in primary and secondary eye care of infant, child, and cognitively impaired patients. Experience with the referral care of any of the following is highly desirable: strabismus, amblyopia, learning disabilities, head injury, anomalies of development, vision therapy, sports vision, school and community based clinics.

The Michigan College of Optometry offers a collegial environment and excellent career development opportunities for faculty at all career levels. Salary and academic rank is dependent on qualifications, experience, and evidence of an ability to contribute in the applicant's area(s) of interest.

Review of applications will begin March 1, 2010 and continue until the position is filled. For complete position posting or for more information about MCO and FSU, please visit our web site at www.ferris.edu/mco/recruitment

All application and support materials must be submitted through the FSU on-line service. Links to instructions and the service are located on the MCO link above and at the "Employment" link on the FSU homepage (www.ferris.edu). If there are any questions about this position, contact:

Mark Swan, OD, MEd
Chair, Faculty Recruitment Committee
mswan@ferris.edu

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American Optometric Association NEWS

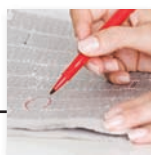
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Dr. Louise Sclafani

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For more information about our 17 hour doctor program, exhibits, and paraoptometric program, in beautiful Jackson Hole, Wyoming scheduled for July 22-24, 2010, please contact us at:

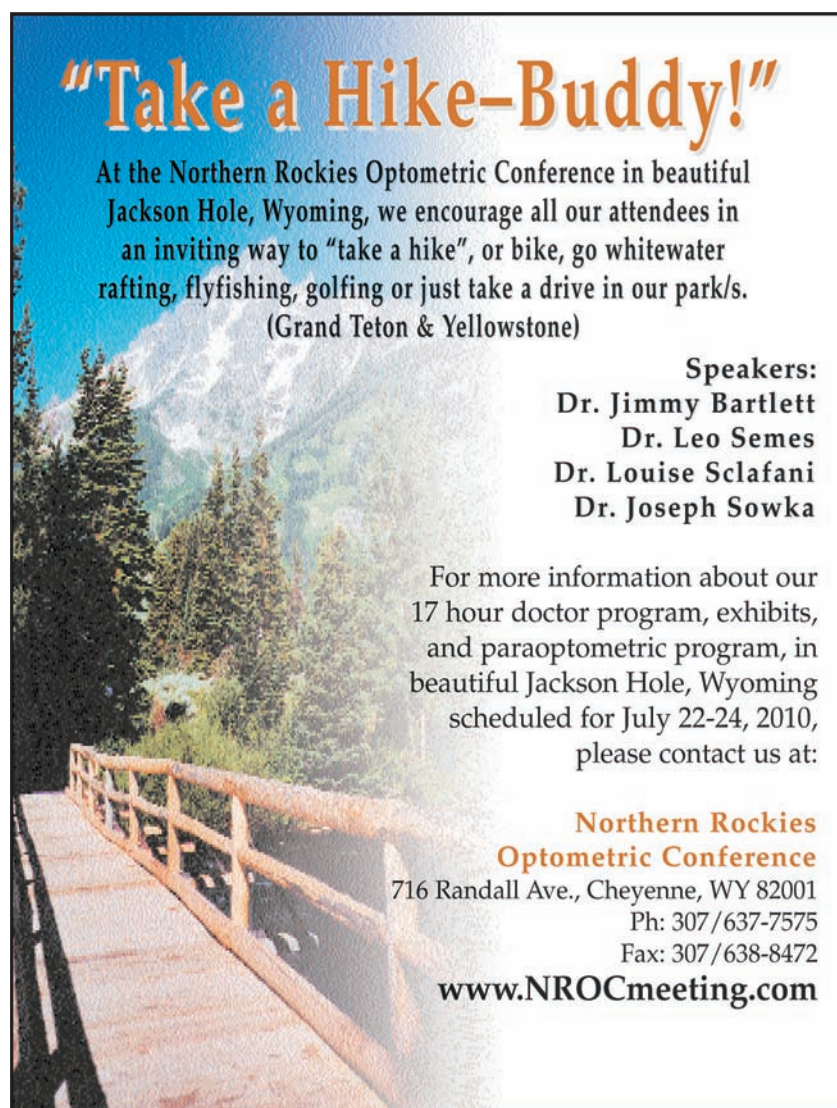
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Dwight Ackerman, O.D., F.A.A.O.	1 hour PM/CL
April Jasper, O.D., F.A.A.O.	2 hours CE/EMR
Kim Reed, O.D., F.A.A.O.	2 hours CE Medical Errors
Ron Foreman, O.D., F.A.A.O.	2 hours CE
	Optometric Jurisprudence

Information

Brad Middaugh, O.D.
1537 Brantley Rd., A-2
Fort Myers, Florida 33907
Phone: 239-481-7799
Fax: 239-481-3739
E-mail: swfoa@att.net

Registration

Prior to July 10, 2010
A.O.A. members - \$370
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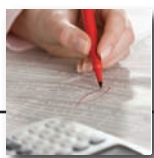
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Miscellaneous

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How would you like to donate your outdated equipment to a worthy cause and receive a *tax deduction* at the same time? VOSH-INTERNATIONAL with the support of WCO and UNESCO has embarked on a program of equipment-technology transfer to fledgling Optometry programs in South America and Africa. This is being done with a new partner IMEC (International Medical Equipment Collaborative); a non-profit 501c3 that gathers, services, cleans and packages entire eye clinics, hospitals and other medical facilities and ships them to an organization that gives them a second life.

Please look through your garage, closets, basement for all your unused books, equipment, instruments, stock frames and lenses and any items that might be of use to a Optometry school, a student or eye clinic. Instructions on how to proceed are available by going to the VOSH website (www.vosh.org) and click on Technology Transfer Program. The most desirable items that programs in developing countries need are: Trial lens kits, Battery powered hand scopes, Assorted Pliers and Optical Tools, Hand Stones for edging plastic lenses, uncut lenses (both SV and BF), Manual Lensometers, Phoropters, Lens Clocks, Color Vision Tests, Keratometers and Bio-microscopes. This list is certainly not complete but gives you an idea of some of the basic needs these developing programs can benefit from.

All items may be shipped directly to:
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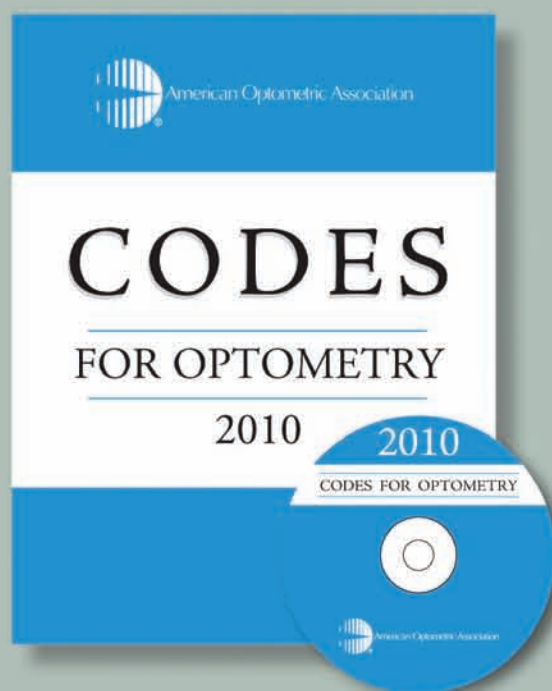
Assistance with shipping cost may be available through your local Rotary or Lions Clubs. Contact www.vosh.org with any questions or email dpvc@juno.com and/or voshinternational@comcast.net.

Classified Advertising Information

Effective the October 9, 2006 issue onwards, Classified advertising rates are as follows: 1 column inch = \$65 (40 words maximum) 2 column inches = \$115 (80 words maximum) 3 column inches = \$155 (120 words maximum). This includes the placement of your advertisement in the classified section of the AOA Member Web site for two weeks. An AOA box number charge is \$30.00 and includes mailing of responses. The envelope will be forwarded, unopened, to the party who placed the advertisement. Classifieds are not commissionable. All advertising copy must be received by e-mail at t.peppers@elsevier.com attention Traci Peppers, Classified Advertising. You can also mail the ads to Elsevier, 360 Park Avenue South, 9th floor, New York, NY 10010.

Advertisements may not be placed by telephone. Advertisements must be submitted at least 30 days preceding the publication. All ad placements must be confirmed by the AOA – do not assume your ad is running unless it has been confirmed. Cancellations and/or changes MUST be made prior to the closing date and must be made in writing and confirmed by the AOA. No phone cancellations will be accepted. Advertisements of a “personal” nature are not accepted. The AOA NEWS publishes 18 times per year (one issue only in January, June, July, August, November, and December, all other months, two issues.) and posting on the Web site will coincide with the AOA NEWS publication dates. Call Traci Peppers – Elsevier ad sales contact – at 212.633.3766 for advertising rates for all classifieds and showcase ads.

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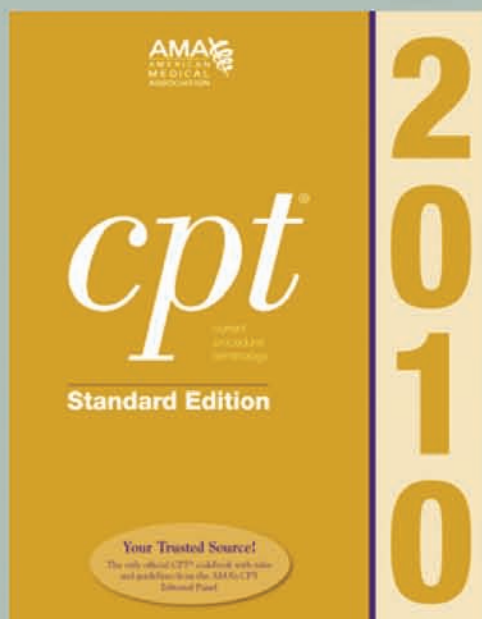
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